Smoking Management Clinics
the self-help program

September 28, 1990

Snip Young
Colorado Department of Health
4210 E. 11th Avenue
Denver, CO 80220

Dear Snip:

This letter is to express my support for the goals of the Colorado ASSIST application. I support this project wholeheartedly and am willing to help in any way as directed.

I am a former smoker with a Masters in Public Health (Health Behavior and Health Education) from the University of Michigan. I have been working in the smoking cessation field since 1979. I am the former Associate Director for Smoke Stoppers (National Center for Health Promotion) and have been the Executive Director of the Smoking Management Clinic in Colorado since 1982. Smoking Management Clinics, Inc. conducts smoking cessation programs, seminars, and provides training materials for over 50 hospitals and chemical dependency units nationally including The Betty Ford Center.

Colorado is a highly supportive environment for those who want and need to stop smoking. Leading corporations, and more recently, insurance companies, are sensitive, aware and provide concrete support for their employees and subscribers to quit smoking. Among these leaders are the Adolph Coors Company, Public Service of Colorado, the Manville Corporation, and Amoco. These companies provide 100% of the tuition for employees to attend the Smoking Management Clinic. In addition, beginning in 1989, Blue Cross/Blue Shield began offering 100% tuition reimbursement to its employees and as of October 15, 1990, Blue Cross/Blue Shield is providing tuition support to its subscribers in the form of $125.00 per person toward payment of tuition. Blue Cross/Blue Shield has 120,000 subscribers state-wide. In addition, Comprecare will be offering a discounted tuition rate for smoking cessation to its subscribers and will be heavily promoting smoking cessation by an intensive direct mail campaign. Comprecare is at the present time also considering tuition support.

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Outside of the Denver metro area, under a grant provided by the State of Colorado, Colorado Action for Healthy People, Summit County has for over a year now been providing the Smoking Management Clinic to its employees and residents. Summit County officials consider this project to be highly successful and expect continued and enthusiastic participation through 1991.

If I can provide specific names as references for the above mentioned corporations and the Colorado Action for Healthy People/Summit County project, please contact me and I will be happy to do so. If further information is required please let me know.

We are at your service.

Yours very truly,

Kathryn A. Carey, M.P.H.
Executive Director

KAC:dwv

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